

Version with Markings for Specification Amendments

Please replace the paragraph from page 9, line 19 to page 10, line 2 with the following replacement paragraph:

Figure 1 is a block diagram illustrating an exemplary environment for an embodiment of the present invention. In the embodiment shown, a cable operator's head-end facility 102 includes a merge processor 104, which is in communication with a plurality of databases. These databases include a local-content database 106, a subscriber-action database 112, and a national-content database 114. The merge processor 104 is programmed to receive and merge data from the [two] three databases 112, 114, and 106.